

Report on

Internship as Copywriter at X – *Integrated Marketing Agency*

By

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An internship report submitted to the Department of English and
Humanities in partial fulfillment of the requirements for the degree of
Bachelor of Arts in English

Department of English and Humanities

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Glossary

SEO: SEO (Search Engine Optimization), in copywriting, is the process of producing keyword-optimized content online that appeals to the algorithms of search engines.

Visualizer: Visualizers are the graphic illustrators that digitally generate images and videos in special computers in advertising agencies.

Reels: Reels are short videos on social media platforms such as Facebook and Instagram, that have a limit of a few seconds or minutes.

OTT: OTT, or over-the-top, refers to the process of streaming online content to viewers.

Static: Statics are advertisements in the form of still images that have no motion or animation.

Shoot-based: Shoot-based is a jargon used in X – Integrated Marketing Agency to describe television commercials shot in a studio.

Dynamic: Dynamics are personalized advertisements that adapt their content based on user data and other factors.

TVC: TVCs are television commercials that are shot in a video camera in studios.

KV: KV refers to Key Visual, which is a core graphic image or motif that forms the central visual element of a brand's identity or a specific marketing campaign.

Mnemonic: Mnemonic refers to a visual cue or jingle used in an advertisement that helps audience associate with a brand.

Panopticon: The panopticon is a design of an institutional building with an inbuilt system of control, originated by the English philosopher and social theorist Jeremy Bentham.

Chapter 1

Introduction

1.1 What is Copywriting

“Probably the biggest thing or biggest ‘aha’ moment I had with the process of copywriting was when I realized that copywriting was more than just being creative.” -Carline Anglade-Cole, an international direct-response copywriter specializing in the alternative health field.

According to Claude C. Hopkins, an American advertising executive and copywriter, “every advertisement (i.e. the “copy”) should perform the job of a salesman: grab attention, communicate value, address objections, persuade and assure action.” Copywriting is done for the purpose of writing for other forms of marketing as well, such as email marketing and website marketing. The product of copywriting is known as the copy. Copy, also known as sales copy, is written content that aims to increase awareness about a brand, and eventually convince a person, or a group of people to take a particular action. A copywriter is the person who writes the text for advertisement or publicity material.

There are different types of copywriting. For example, brand copywriting, SEO (Search Engine Optimization) copywriting, social media copywriting, technical copywriting, PR (public relations) copywriting, etc. Each of these different types caters to various areas where copywriting is required. For instance, brand copywriting aims to build long-term awareness regarding the brand, by promoting the brand in the market. On the other hand, technical

copywriting is something that is totally different and unrelated to brand copywriting, since it involves writing in specific formats, such as user manuals for any kind of machinery. For example, a washing machine.

1.2 Decision to choose the ENH department

When I got admitted to Brac university, I chose to study in the Department of English and Humanities because of its creative versatility. I have always been keen to learn more about language, history, art, and culture- and the ENH department provided me with that opportunity. The creative flow of words and the versatility of the language to express thought is something that I have always loved working on. The ENH department encourages the self-expression of students through independent thinking. Additionally, the students' critical thinking skills are honed through academic courses that are designed in a manner that compels students to think outside the box. There are also seminars, guest lectures, and cultural clubs that further polish the critical thinking skills of students.

1.3 Declaring a concentration in Media and Cultural Studies

The ENH Department provides its students with three concentrations to choose from: Linguistics and ELT (English Language Teaching), Media and Cultural Studies, and Literature. My decision to choose Media and Cultural Studies as a concentration stems from my need for creative freedom. I wanted to study in a space that valued critical thinking, different perceptions, and at the same time challenged society and culture.

In this world, especially today, the media has a strong influence over people and society through representation. In this digital age, when media dominates globally, it is essential to look

beyond and understand the cultural and political messages that newspapers, advertisements, television, and other forms of media outlets try to convey. I have always been curious about how these things work, and their applications in real life. Moreover, I knew the Media and Cultural Studies concentration would pave the path to diverse career options in creative fields such as content writing, PR, journalism, editing etc.

1.4 Choosing X - Integrated Marketing Agency as a place for internship

The ENH department's Media and Cultural Studies programme offers the students with internship options to choose from journalism, content writing, editing, and copywriting. Being a Media major, I first came across copywriting when I had to do a mandatory course known as ENG404: Copywriting, during my third year. I found this course quite interesting. Here, we were taught about the basics of copywriting, and how it influences a target audience to have enough impact on them so as to persuade them to buy any product.

Suddenly, I was acting as a salesperson in theory, persuading a group of target audience to buy a particular car, detergent or mobile brand with my copywriting. Creative freedom, paired up with the ability to impact an audience through strategic use of words, drew me towards copywriting. Therefore, for my final course ENG466: Dissertation, I chose to do a copywriting internship.

I had already developed a passion for copywriting while doing ENG404, and dropped my CV at different advertising agencies. Out of all the advertising agencies, X - Integrated Marketing Agency stood out as the standard place of internship to me because of its work quality. I was moved by its sheer dedication towards understanding its client brands and its consistent efforts towards brand improvement. Moreover, its client base consists of some of the

most well-known brands that everyone is familiar with in their day-to-day lives. For example, brands such as Banglalink, Samsung, bKash, and many more. I was chosen as a copywriting intern in the Creative department for Banglalink Digital Communications Ltd., its most prominent client. Banglalink, also known as Banglalink Digital Communications Ltd. is the third-largest mobile network operator in Bangladesh, and is the strongest network provider throughout Bangladesh. Doing a copywriting internship in a telecommunications brand like Banglalink was beneficial for my career and acted as a stepping stone towards greater opportunities. Therefore, I chose X - Integrated Marketing Agency as a place for internship.

Chapter 2

History of X - Integrated Marketing Agency

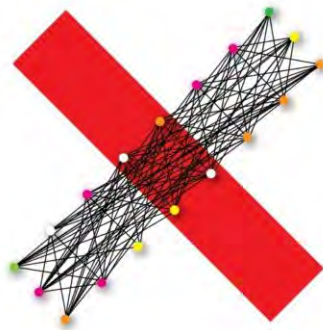


Figure 1: The logo of X – Integrated Marketing Agency

2.1 Foundation of X - Integrated Marketing Agency

X – Integrated Marketing Agency, also known as X Solutions Ltd., was founded in January 2017. It was formerly known as “We Are X.” X was formed because of the fusion between two digital marketing agencies named MADLY and Strategeek Digital. By bringing together the resources and expertise from both these digital agencies, X – Integrated Marketing Agency was born. Having gained recognition for more than 70 campaigns, X continues to strive for brand recognition with excellent creativity and strategy work. Located in Mohakhali DOHS, X has a total of 150 employees.

X was originally founded by Mr. Drabir Alam, who serves as the current COO (Chief Operating Officer) of X, with more than 15 years of expertise under his belt. He used to work at an advertising agency named Cookie Jar Ltd. He partnered with Mr. Tahsin Saeed, the current CEO and Managing Director of X, to form MADLY. Later, MADLY again merged with the

advertising agency called Strategeek Digital to finally form X – Integrated Marketing Agency. A lot of former employees from Cookie Jar Ltd. and MADLY are current employees of X. The four most prominent figures of the X family are-

- CEO and MD Tahsin Saeed (Captain of The Ship, 20+ years of experience),
- COO and Director Drabir Alam (Strategic Think-tank, 15+ years of experience),
- Executive Creative Director Rasel Mahmud (Creative Story-teller, 12+ years of experience)
- Group Business Director Obidur Rahman (Chief Digital Transformation Officer, 13+ years of experience)

X – Integrated Marketing Agency continues to grow and establish itself as a big name in the world of advertising agencies, despite being relatively new compared to other established advertising agencies.

2.2 Employment structure

X – Integrated Marketing Agency has a total of 150 employees. There are five prominent departments. They are the Client Service Department or Accounts Department, Creative Department, Query Management Department, Strategy and Planning Department, and XBS Department.

In these departments, copywriters, visualizers, client service executives, and strategy-planning executives of different levels work together. The office has a flexible work environment and operates from Sunday to Thursday. It remains closed on the weekends. Additionally, some days have more work pressure compared to others, which causes employees to sometimes work on Saturdays as well.

The office starts at 10:00 a.m. and ends at 08:30 p.m. Certain employees stay till 10:00 p.m. or even up to 12:00 a.m., depending on the work pressure, since advertising agencies do not operate like typical nine to five corporate offices. Permanent employees are provided with compensation and other benefits such as travel allowance, mobile allowance, yearly salary review, festival bonus, medical reimbursement and provident funds. There is also a chance for outstanding performers to win the Quarterly Award.

2.3 X – Integrated Marketing Agency’s work- what they do



Figure 2: Services provided by X – Integrated Marketing Agency

As the title suggests, X is integrated into various services provided across various platforms where X acts as the brand communicator. Being an integrated marketing agency, X provides a wide range of services from brand marketing to query management. Its services

include Influencer Marketing, Community Management, Chumbok, Query Management, Zerocium, and Social Listening: Dotkom.

Influencer Marketing is the collaboration between brands and influencers. X acts as both the medium of communication between the two, and as the voice of the brand. Community Management maintains the brand's social media presence and ensures positive PR for the brand's reputation. Chumbok is a machine learning based AI influencer marketing platform that tracks and monitors activities of micro influencers, community leaders and regular job holders to manage online environment via positive amplification and sales generation. Query Management responds to all kinds of queries about a brand on websites, social media handles, and OTT. X provides Query Management services to the following clients: IDLC Finance Ltd., Vuse, Samsung, Buy Here Now, Carnival, Ghoori Learning, Marks, Digital Bangladesh, City Bank, Dhaka Uttar City Corporation, and Duroto. Zerocium is a service that provides omnichannel engagement and management platform to keep customers satisfied with good service. Lastly, Dotkom is a social listening tool that can do social profiling and relevant data crawling.

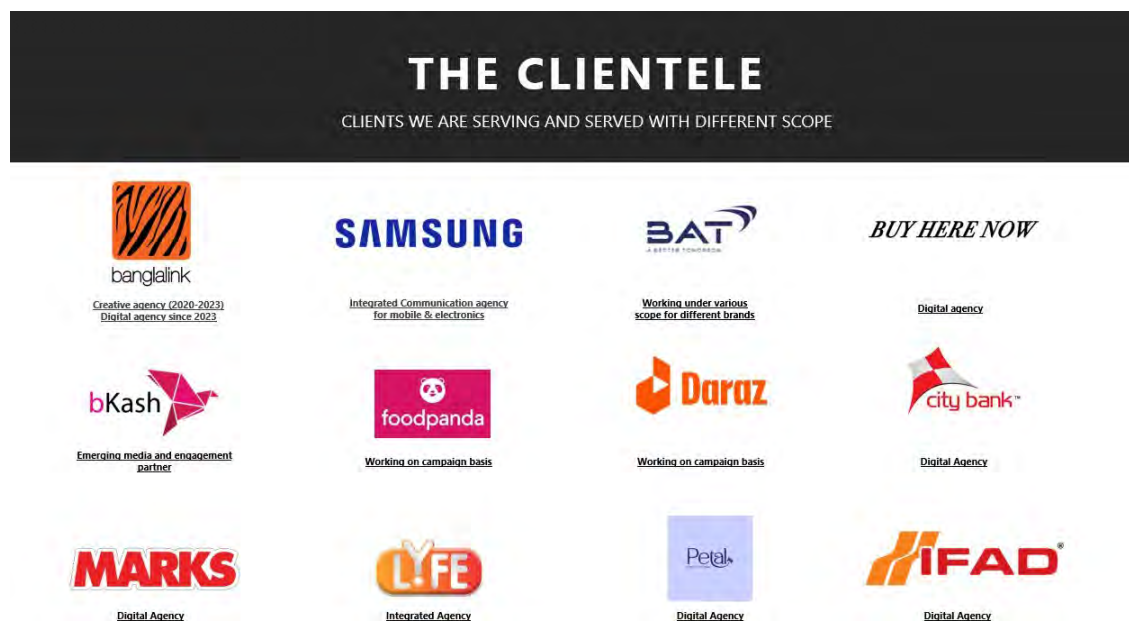


Figure 3: X – Integrated Marketing Agency Clientele

The clientele of X continues to update and change with time. Currently, X caters to the following brands-

- Banglalink
- Samsung
- BAT (British American Tobacco) Bangladesh
- Buy Here Now
- bKash
- Foodpanda
- Daraz
- City Bank
- Marks
- Lyfe Marketing

- Petal
- Ifad



Figure 4: X – Integrated Marketing Agency work structure

X – Integrated Marketing Agency’s motto is “a marriage between strategy and creative.” Using this crossover between strategy and creativity, X aims to develop its deshi (local) client brands to a global standard. For this, X uses a problem-solving approach for brands, where problems are solved through a visionary perspective. With its versatility, adaptivity, and passionate drive, X has come a long way in producing work that has quality and consistency. The most unique standpoint of X lies in its approach towards work- through team collaboration. Every work here is done in teams. Extensive team collaboration offers employees more room for creativity, and develops better interpersonal skills for them.

Major client brands such as Banglalink Digital consists of the app MyBL, Toffee- the leading entertainment platform, and RYZE- Bangladesh’s first AI-powered digital lifestyle

package. The Orange Club section of the MyBL app is heavily focused on collaborating and providing discounts and other lucrative deals with various food, clothing, electronics, and travel brands like Aarong, Butterfly, Holiday Inn Dhaka City Centre etc. All of these prioritize the needs of a digital-first generation.

Generally, X's work is to create digital advertisements for client brands in the form of Facebook reels, TVCs, OVCs, statics, dynamics, banners etc.

2.4 Organization structure

There are five prominent departments in X that work in full force to run the advertising agency. They are-

- Client Service Department, also known as Accounts Department
- Creative Department
- Query Management Department
- Strategy and Planning Department
- XBS Department

The Client Service (CS) Department, also known as the Accounts Department, acts as the communication bridge between the brand clients and the team members of the Creative Department. The CS Department is responsible for direct communication with clients, taking client briefs, and explaining what and how the client expects an advertisement to be. Members of the CS Department's teams are responsible for conveying messages, comments, or feedback from clients about copywriting and the visual work that have been produced, to the members of the Creative Department's teams. The CS Department employees are also expected to guide the creative team members through the planning of advertisements, conducting monthly meetings to

planning for the upcoming month, creating content calendar, scheduling meetings between copywriters and clients, and collaborating with members of the Strategy and Planning team.

The Creative Department consists of two wings- the copywriting wing and the visualizer wing. Copywriters write everything related to post captions, taglines, fresh concepts, voice and any other forms of text present in the advertisements. The visualizers execute those in the form of digitally generated visuals. Previously, copywriters used to sit separately at another table, but now they sit together with visualizers at the same table and collaborate.

The Query Management Department is responsible for managing queries about the client brands of X. These queries are answered in websites, social media handles and OTT.

The Strategy and Planning Department is responsible for developing marketing strategies that would be effective and align with the clients' budget, brand positioning, vision, objectives, and target audiences. This department is also responsible for conducting advertising campaigns.

The XBS Department (X Business Solutions Department) consists of the kind of services that X provides for its client brands. These services are of different types. For example, Influencer Marketing, Community Management, Chumbok, Query Management, Zerocium and Dotkom.

The CEO is the head of the company. The COO (Chief Operating Officer), CCO (Chief Commercial Officer), and the CDTO (Chief Digital Transformation Officer) all operate under the CEO. The Planning and Strategy Department, the Query Management Department, and the Client Service Department operate under the COO. The Creative Department operates under the CCO. The XBS department operates under the CDTO.

In X – Integrated Marketing Agency, the departments function in teams with a team leader assigned to them. The Planning and Strategy Department has the Planning Director under

whom the Senior Manager, Manager, Supervisor, Senior Executive and Executive work. The Query Management Department has the Manager under whom the Executive works. The Client Service Department has the Client Service Director under whom the Senior Manager, Manager, Supervisor, Senior Executive and Executive work. The Creative Department has the Creative Director under whom the Art Director and the Creative Supervisor work. Under the Art Director there is the Junior Art Director, Senior Visualizer, and then Visualizer. Under the Creative Supervisor, there is the Copy Supervisor, Senior Copywriter, Copywriter, and then the Junior Copywriter.

Each brand has several teams assigned to it where the work is divided. For instance, I interned in the Creative Department, where the entire third floor is dedicated to the two largest client brands of X- Banglalink and Samsung. There are three teams responsible for Banglalink Digital's creative work, so three large tables are set across the third floor, where the teams sit for work. There are approximately fifteen employees seated at each table.

In these tables, copywriters and visualizers sit together and collaborate to generate advertisements of all kinds. The copywriters act as the voice, developing ideas and writing texts for the advertisements. The visualizers take action against these ideas and create those advertisements digitally on computers. On the other hand, Samsung has a separate room at the furthest end of the same floor, where it operates as one single team, where each employee have their separate desks.

Chapter 3

Work of a copywriter

3.1 How work takes place in the Creative Teams

The Creative Department is the one department that works closely with artistic and visual elements. It is one of the core departments of an advertising agency. In X – Integrated Marketing Agency, the Creative Department is divided into several teams. Every team has two wings- the copywriting wing and the visualizer wing. Copywriters are responsible for planning ideas and for writing all forms of text that exist in an advertisement. The visualizers are responsible for all the visual elements they digitally generate on computers with the help of AI and other graphic design software. Creative Teams operate under the supervision of a Creative Director, who ensures that the work runs smoothly. All the members of the Creative Teams report directly to the Creative Director.

X – Integrated Marketing Agency has its own domain for email addresses, with the suffix “justanx.com.” Due to company rules, I was not assigned an email address as an intern, since they are only given to permanent employees. However, I always saw my teammates use company email for communication. All the important announcements and most work-related communications happened through the company email. Google Chat and WhatsApp are the main communication platforms used for work.

The Client Service team plays a crucial role in the work process of the Creative Team. The team acts as the spokesperson between the copywriters and the clients. Both copywriters and visualizers receive the client brief from the client through the Client Service Team members. They always have to be in touch with the clients. Whenever the clients want something, they

provide the brief to the members of the Client Service Team, through calls or texts in either WhatsApp or Google Chat. The Client Service Team members have a separate room where they sit. After they receive the brief from the client, the members go to the table where the Creative Team is seated, and they explain to the copywriters what work is to be done.

Each day, the client demands something different. For example, on a typical Monday, the clients may need MCR (Marketing Communication Resource) writing on the new set of data package offers that arrive on Sunday. Generally, there is not much work on Sundays since all the work briefs just begin to arrive on Sunday, and work does not start till Monday. On a Tuesday, there may be multiple advertisements in reel form, for which captions are required. The Creative Team I worked in would often have briefs coming in for both Banglalink and Otithi at the same time.

The advertisements are made based on culturally relevant activities like the monsoon-related activities and celebrations in Bangladesh, national holidays like Shab-e-Qadar, international holidays like Christmas, festivals like Pohela Boishakh, and various social media trends like using memes in the advertisements. Both copywriters and the Client Service Team members need to stay updated on the latest trends and the latest cultural events for this.

3.2 Tasks copywriters have to do

In an advertising agency like X – Integrated Marketing Agency, a copywriter has to perform various tasks such as writing headlines, body copy, captions, MCRs (Marketing Communications Resources) and UACs (Universal App Campaigns). They also need to do QCs (Quality Checks) and spell checks on database for data package offers, and other copies. Writing captions and copy for advertisements are the most important tasks of copywriters. Most

copywriting tasks involve writing copy and captions for different forms of advertisements, such as reels, statics, dynamics, app banners, WhatsApp KVs, TVCs etc. Additionally, copywriters have to sit with Client Service Team members for meetings at the end of every month to develop ideas for advertisements and content for the upcoming month.

3.3 Copywriting for a telecom brand- how it is different

Copywriting is quite common for consumer products that require a persuasive punchline to sell. For example, beauty products, cars, electronics etc. Generally, the main focus of brands lies on how they can deliver good taglines and punchlines. However, telecom brands are slightly different from other brands. In addition to delivering good taglines and punchlines, telecom brands work with a lot of databases of data offer packages. These packages are segmented into different categories. For example, hourly, daily, weekly, or monthly, in collaboration with bKash or Nagad, such as the holidays before Eid-ul-Fitr.

Data sets have to be arranged in specific formats; there are certain words or phrases that are repeated throughout any work related to the brand. For example, Banglalink Digital has a famous tagline “Beshi manei Banglalink” which is frequently used to write promos for new offers, captions, UACs and MCRs. This single tagline is used to portray the essence of the brand.

One extremely important aspect of copywriting for a telecom brand is to manage its app. The app version of a telecom brand is used for further promotion of the brand, and is also used to engage more with customers. Copywriters have to do a lot of research about the brand and produce ideas for content as much as possible for the app. For example, Banglalink Digital’s app is called the MyBL App which has various sections developed for customer care and service. Every section of the MyBL App is carefully curated to arouse the interest of Banglalink’s

customers. Copywriters of the Creative Team are encouraged to develop even more sections in the app. It is the job of copywriters to sit with Client Service Team members and produce ideas for content for the MyBL App every month.

3.4 Developing ideas for advertisements

Copywriters heavily contribute to the ideas that develop into concepts for advertisements. Copywriters have to sit with the Client Service Team members for meetings at the end of every month, to collaborate and brainstorm ideas for advertisements and content that must be created for the upcoming month. This is termed as ‘Monthly Meetings’ since it takes place every month. Even visualizers, whenever they are free, attend these meetings and take part in the brainstorming sessions, because teamwork is always the norm in X. These meetings also take place before special days and occasions, such as Eid-ul-Fitr, Eid-ulAzha, and Pohela Boishakh, to develop content for them.

3.5 Client Meetings

Copywriters sit with Client Service team and visualizers for monthly meetings in the Client Service Room, which is on the same floor where the Creative Teams sit. These are informal and take place in the office. They do not require all team members to be present. These meetings also do not follow strict punctuality, and take place only if all the members who plan to attend the meetings, are free at the moment. However, client meetings are quite the opposite. These are given utmost importance. Both online meetings and in-person meetings take place.

Whenever there is an in-person meeting with clients, the Creative Director, Copy Supervisor, Art Director, and copywriter all dress very formally and go together to the Banglalink headquarters. Thus, punctuality and a good impression are maintained.

Chapter 4

Clients of the Creative Team

4.1 Banglalink Digital Communications Ltd.



Figure 5: Logo of Banglalink Digital Communications Ltd.

Banglalink Digital Communications Ltd. is a telecommunications brand based in Dhaka, Bangladesh. Banglalink originally started as Sheba Telecom Pvt. Ltd. and was later bought by Orascom Telecom in 2004. A year later, in 2005, the company was renamed Banglalink Digital Communications Ltd. The parent company of Banglalink is VEON, a leading digital operator in Bangladesh. Banglalink Digital Communications Ltd. ranks number one as the fastest 4G network providers all over Bangladesh. It ranks as the third largest telecom brand in Bangladesh, after Grameenphone and Robi. It is also the third largest mobile network operator.



Figure 6: Rainy day special offer on MyBL App

The app version of Banglalink is known as the MyBL App. It is also called the MyBL Super App. It was launched in 2010 and continues to evolve to this day. It is divided into two broad categories of services: self-service and digital service. The self-service consists of Banglalink's SIM services. They are-

- Buy Bundles: Provides Minutes, Internet, SMS, and Mixed packages.
- Amar Offer: Provides personalized discount offers.
- Recharge and Emergency Balance: Provides deals on recharge and emergency balance.
- Internet Packs: Provides data packs, social packs, and combo packs.
- Balance Check: To check the current main balance, bonus, and validity.

- Usage History: Shows call, SMS, and data usage logs.
- USSD Code List: For quick access to codes.
- Manage FNF: Provides the option to add or remove friends and family numbers.
- Latest Offers: Offers based on campaign-based deals and promotions.

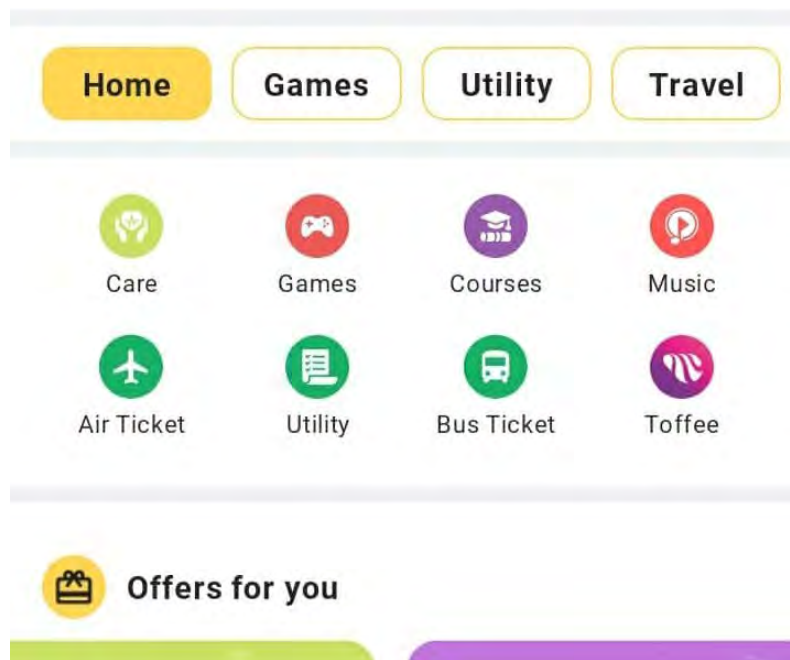


Figure 7: Different sections of the Digital Service on MyBL App

The digital service of the MyBL App focuses on personalized activities for customers. They are categorized into five different sections-

1. Content
 - Music streaming
 - Radio
 - Games

2. Commerce

- Utility bill payments (electricity, gas, water, internet, etc.)
- Travel ticketing (bus, train, launch, or air)

3. Courses

- Online learning modules
- Skill development content

4. Care

- Doctor consultations (telemedicine)
- Medicine delivery

5. Community

- Quizzes
- Spin-the-Wheel
- Earn coins & rewards

Other than the MyBL App, other features of Banglalink that are focused on marketing are the Orange Club, Toffee and Ryze. The Orange Club is an exclusive loyalty programme by Banglalink that provides its customers with great deals and discounts from high-end brands in Bangladesh. It is a reward-based loyalty programme for customers who engage and purchase more often. Perks of the Orange Club include:

- Exclusive access to offers and promotions, but only if the customer is a member of the Orange Club.
- Special discounts on services and products from high-end partnered brands.
- Easier to access good deals and discounts offered by Banglalink.

Toffee is an OTT streaming service by Banglalink that offers a wide range of content for customers to consume. They are the following:

- Live TV channels (over 120 live TV channels e.g., Sony India, Zee Entertainment Enterprises, and Star channels)
- Movies and series (local and international TV series and films)
- Sports (live streaming of major cricket and football leagues and tournaments)
- User-generated content (content creators can open channels here like they do on YouTube and can earn money)



Figure 8: The Ryze app powered by Banglalink

Ryze is an AI-powered app by Banglalink. It is the first AI-powered app to be made in Bangladesh. It provides its users with unlimited internet and personalized entertainment of various choices.



Figure 9: Official Facebook page of Banglalink Digital Communications Ltd.

X – Integrated Marketing Agency began its digital agency partnership with Banglalink Digital Communications Ltd. in 2023. Banglalink continues to be a client of X till this day, and is the biggest client of X. The official Facebook page of Banglalink is managed by X – Integrated Marketing Agency. It promotes Banglalink’s telecom brand, the MyBL App, Orange Club, Toffee and Ryze individually, each with equal importance.

4.2 Otithi- powered by Brac

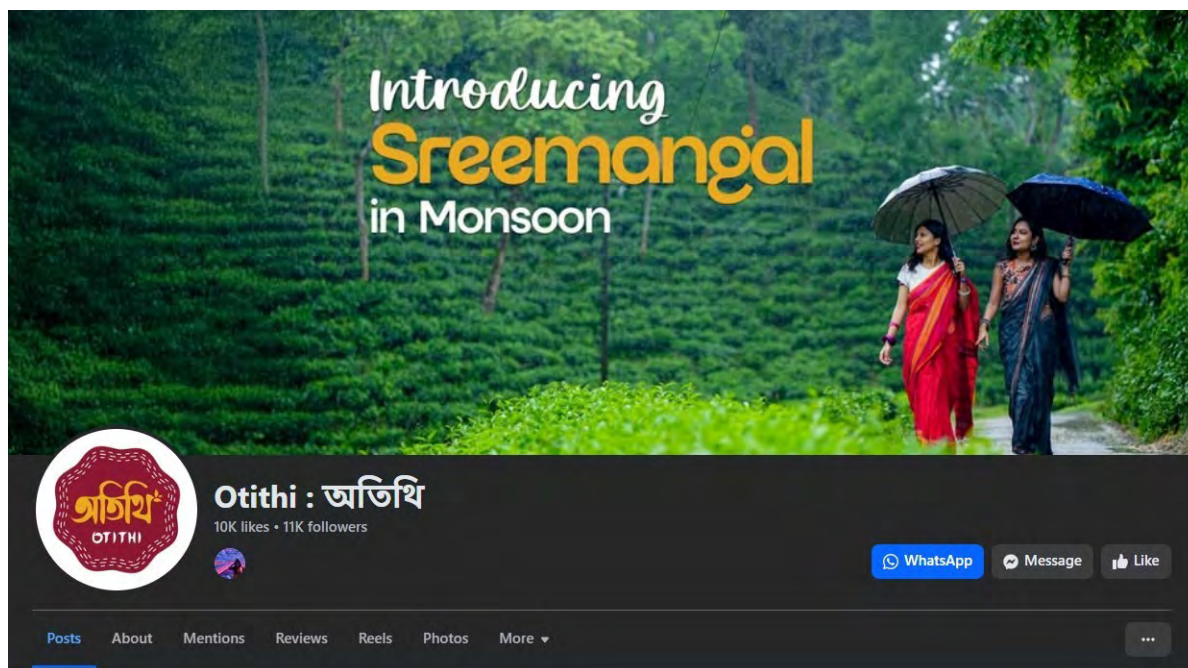


Figure 10: Official Facebook page of Otithi

Otithi- powered by Brac, is a community-based tourism initiative launched by Brac (NGO) on November 3rd, 2024. It promotes local travel destinations in Bangladesh and is carefully curated to showcase the authentic traditional life of rural Bangladesh. Food, clothing, and cultural activities are all traditional and show Bangladesh's cultural heritage in a new light. The tourism packages specially cater to foreigners who come to Bangladesh for the first time and are interested to know about the cultural heritage, the beauty of landscape and the local cuisine. To ensure that local communities benefit from this initiative, Brac collaborates with local artisans, musicians, dancers, chefs etc. In addition to financial support, these local communities can also gain recognition internationally in this way.

Otithi has successfully launched trip packages to Rajshahi and Madhupur, and is currently introducing Sreemangal as its newest travel destination. These packages include activities such as walks in nature, plucking mangoes straight from trees, pottery-making, visiting museums, exploring riversides etc. Otithi aims to promote Bangladeshi tourism on a global scale, help local community, promote sustainability, and also help urban Bangladeshis reconnect with their cultural roots. The Creative Team I interned with manages the official Facebook page of Otithi.

4.3 Lays

Lays is a renowned snack brand that is internationally known for producing chips of various flavours. On the 25th of June, 2025, almost 2 weeks before Eid-ul-Azha, our team's Creative Director Ratul Amin announced that Lays was going to be added to the list of clients assigned to our Creative Team. He stated that all the details and work brief would arrive one week before Eid, and work on it would have to be started immediately.

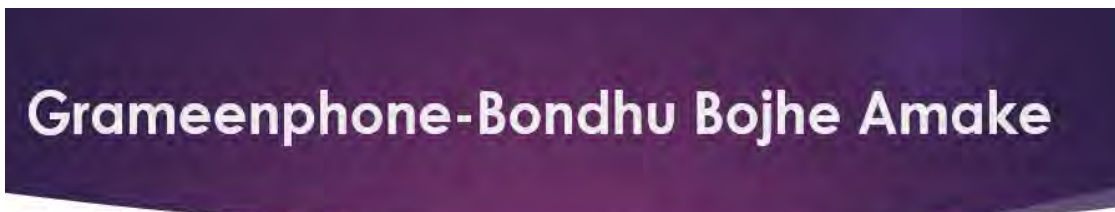
Later, this decision was reconsidered since Lays is originally owned by PepsiCo and is therefore a product of Israel. X – Integrated Marketing Agency is a pro-Palestinian company and stands against genocide. Thus, to stand in solidarity with Palestine, X dropped Lays as a client.

Chapter 5

My journey as a copywriting intern

5.1 Brand Competitor Analysis

On April 6th, 2025, I began my internship as a copywriting intern in X – Integrated Marketing Agency. On my first day as a copywriting intern, I was introduced to all the members of all the Creative Teams and instructed by the Creative Director to report directly to the Copy Supervisor and the Art Director of the team. On that day, the Art Director, Mr. Limon Mahedi asked me to do a brand competitor analysis comparing Banglalink with top rival telecom brands such as Grameenphone, Robi Axiata, Teletalk Bangladesh and Airtel.



Grameenphone-Bondhu Bojhe Amake

1. Brand name: Grameenphone

Tagline: চলো বহুদূর

Reference: https://www.youtube.com/watch?v=0NWVVI_5WaU

Insight: This OVC is catered towards animal lovers. Generally, Grameenphone's advertisements are centred around the rural culture of Bengal. But this particular advertisement highlights the plight of unheard animals, who are unable to speak. This advertisement targets the youth as many of them are animal lovers and keep pets. Grameenphone offers a package titled "GPStar Pet Care Offers", which offers discounts on pet food, pet cafes and allows customers to pay medical bills for animals through the MyGP app. For example, 20 percent discount on food and cat zone at the Capawcino Cat Café.

Figure 11: Brand Competitor Analysis (Grameenphone)

The brand competitor analysis consisted of listing the names of rival brands, mentioning their taglines, providing a reference for the source of an advertisement I liked, and sharing insight into why I liked the advertisement I chose. I was given feedback on the brand competitor analysis by the Art Director. I was asked to provide the still images of two more advertisements of choice from each rival brand, mentioning why customers should choose Banglalink, and state the ways in which Banglalink could be inspired by other rival brands.



Figure 12: Brand Competitor Analysis (Why choose Banglalink)

What other competitor brands are doing. Should Banglalink also do that?

There are certain things that other competitor telecom brands are doing that Banglalink should also do. For example:

1. Airtel uses **AI-powered network solution** for detecting spam calls. Banglalink could also do something similar, or at least include some AI-powered feature in its customer care.
2. Like Robi Axiata, **Banglalink should expand tourism packages through MyBL app and offer discounts on places that the people of Bangladesh like to visit frequently**, and make those packages more accessible and affordable.
3. Banglalink should also **focus more on what the youth audience likes and make packages on that**, just like Grameenphone made package offers for customers who are animal lovers and have pets.
4. Teletalk offers **buy one get one free packages** on data or voice packs. Banglalink could also do something similar to keep its customers engaged.

Figure 13: Brand Competitor Analysis (What Other Competitor Brands Are Doing. Should Banglalink Also Do That?)

Apart from the brand competitor analysis, I was also asked to study the official Facebook page of Banglalink thoroughly to see how the posts and reels are made. Furthermore, I was asked to observe the writing pattern and language used in those advertisements, and how the data package details are written for the advertisements.

5.2 Writing Captions For Otithi

Since I started interning right after Eid-ul-Fitr, I was not given much work in the first week. During the second week, I was added to the official WhatsApp group of my Creative Team by the Copy Supervisor Mehreen Kabir. The WhatsApp group is called ‘BL_Quality Control’ where BL is the abbreviated form of Banglalink. It is an official group where the Creative Director, Creative Supervisor, Art Director, Copy Supervisor, members from the Client Service Team and other prominent members are present.

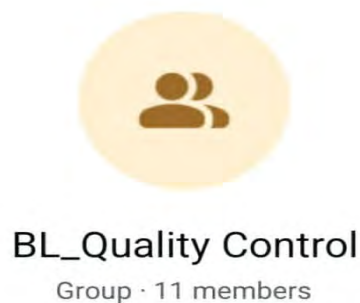


Figure 14: Official WhatsApp group for Banglalink’s Creative Team

The purpose of having an official WhatsApp group for the Creative Team is to have work transparency. Created by our Creative Director Md. Reazul Amin Ratul, the WhatsApp group monitors the work of the Art Director, Copy Supervisor, and the Client Service Team in his presence. The point to be noted is that not every work that is done by the team is shared in the group. Only important work and work that is wanted by the client immediately are shared. Whenever there is an important piece of work required by the client, members from the Client Service Team send texts electronically in the group about the work brief. Important images, videos, and audio clip files related to the work brief are also shared in this group.

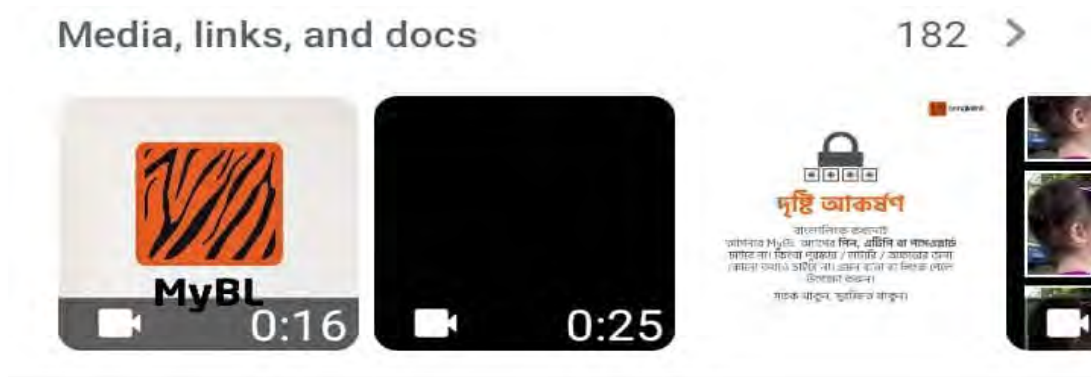


Figure 15: Work-related files shared on BL_Quality Control

While I was familiarizing myself with the writing techniques used in the official Facebook page of Banglalink, my first task was for Otithi. I had to suggest five different names for a Rajshahi Mango Orchard Experience tourism package. The overall theme for the package was not decided yet, so it was assumed to be a day tour. The client provided the copy supervisor with suggestions on how they would prefer the title of the tourism package to be. The names suggested by the clients were:

- A Mango Escape
- Mango Hunt
- Mango Trek
- A Mango Affair
- Mango Bounty

The task was to suggest five to six names similar to the given examples. The Copy Supervisor gave this task to me. I suggested the following names:

- Rajshahi's Authentic Mango Experience

- Rajshahi's Mango Bliss
- A Mango Expedition
- A Delectable Mango Experience
- Mango Heaven
- A Mango Haven

I sent the name suggestions to the Copy Supervisor through WhatsApp. Throughout my entire internship, I did my work on MS Word, copied the text and sent the text on WhatsApp. Sometimes I sent the work to the Copy Supervisor directly on WhatsApp, then received feedback from her. After that, she would forward the work to Client Service Team or the clients themselves. Other times, I would directly send the work to the official WhatsApp group of our Creative Team (BL_Quality Control) and mention her in the group, and she would give me feedback there.

অতিথি'র আম-কাঁঠালের নেমতনে স্বাগতম!

গ্রীষ্মের মৌসুমি ফলের সুগন্ধ ও স্বাদের এই উৎসবে আজ পুরোদিন কাটবে রাজশাহীর আমবাগানে। হবে ঘুরাঘুরি, গাছ থেকে আম পেড়ে খাওয়া, সাথে গ্রীষ্মের বিশেষ আপ্যায়ন আর অফুরন্ত আনন্দ! এই আনন্দ আয়োজনে অংশ নেওয়ার জন্য আপনাকে ধন্যবাদ।

এক নজরে দেখে নিন, কী কী থাকছে ম্যাংগো অর্চার্ড-এঃ

লিঙ্ক/কিউআরকোড/ স্কেজুল

Welcome to Otithi's Summer Delight fest!

Spend your day in Rajshahi's Mango Orchard surrounded by the sweet fragrance and taste of summer's seasonal fruits. Stroll through Mango Orchard, pick and eat fresh mangoes straight from the tree- with summer special hospitality and endless joy! Thank you for partaking in this joy with us.

See at a glance what is included in the Mango Orchard:

Link/ QR code/ Schedule

Figure 16: Translation of copy for Otithi's Rajshahi Mango Orchard Festival

Writing for Otithi often consisted of translation of caption or copy, or both, from Bangla to English. Translation from English to Bangla was less frequent. The headings were always provided, so I never had to write them. Otithi's tourism packages were designed for Rajshahi and Madhupur mainly. However, Sreemangal was added as a third destination later on. Sometimes, I wrote copy and captions for a package using only a given picture. This consisted of picture-reading to assume and write about its content. I also wrote a teaser copy for Sreemangal's debut as a destination for Otithi. The Facebook posts for Otithi often demanded short and crisp words

that should be both persuasive, and gain the attention of the target audience at the same time. Lastly, I paraphrased and rewrote itineraries for Rajshahi, Madhupur and Sreemangal travel packages.

One thing I learned while writing copy and captions for Otithi is that copywriting does not always follow the proper spelling and appropriate use of words. This was true not only for Otithi, but for Banglalink as well. Over the three months of my internship, I have often observed this while working: copywriting has its own set of rules for grammar and spelling for specific brands. For example, brands like Banglalink have the word “playlist” in Bangla written as a hyphenated word in copywriting. But in other contexts, it is not written as a hyphenated word. Perhaps, breaking rules for certain spellings and certain use of words is what makes a copy compact, crisp, interesting, and advertisement-worthy. For example, in advertisement copy, sentence fragments are also acceptable.

5.3 MCRs

১ম সেট -

টাইটেলঃ

- শুনেছেন? বেশি মানেই বাংলালিংক
- বাংলালিংক মানেই এখন বেশি বেশি
- বেশির নামই বাংলালিংক
- এখন থেকে বাংলালিংক মানেই বেশি
- বাংলালিংক-এ সবকিছুই বেশি বেশি

ডিটেইলসঃ

- বেশি মানেই বাংলালিংক! সেরা দামে সেরা অফার পেতে নিয়ে নিন ৩২ ও ১৬৭ টাকার দারুণ দুই প্যাক
- বাংলালিংক-এর ৩২ ও ১৬৭ টাকার প্যাক নিয়ে পান বেশি বেশি মিনিটের অসাধারণ অফার
- বাংলালিংক মানেই বেশি! সেরা দামে ৩২ ও ১৬৭ টাকার প্যাক নিয়ে পান বেশি বেশি মিনিটের অফার
- ৩২ টাকায় ৫০ মিনিট আর ১৬৭ টাকায় ২৫০ মিনিট। হ্যাঁ, এখন কম দামে বেশি অফার মানেই বাংলালিংক
- একটু না, বেশি মানেই বাংলালিংক! সেরা দামে বেশি মিনিট ও মেয়াদ পেতে নিন ৩২ ও ১৬৭ টাকার প্যাক

ক্যাপশনঃ

শুনেছেন নাকি? বেশি মানেই এখন বাংলালিংক! দেশের সবচেয়ে সেরা দামে বেশি বেশি অফার উপভোগ করতে আজই নিয়ে নিন পছন্দের ৩২ কিংবা ১৬৭ টাকার প্যাক এবং উপভোগ করুন কম দামে বেশি মিনিটের অফার।

Figure 17: MCR

The following is a written MCR by me while interning. MCR stands for Marketing Communications Resources. MCR is a copy written in a manner that grabs maximum attention within a brief moment. I wrote MCRs for Banglalink. Since Banglalink is known to produce the highest number of data offer packages, MCRs work as a catalyst that boosts sales. This happens

because in an advertising business like X – Integrated Marketing Agency, the more engagement there is, the better the sales. This engagement happens through advertisements. The more advertisements there are, the more engagement there will be.

An MCR consists of a caption, headlines, and descriptions. The format for writing an MCR is that there should be one caption, five headlines, and five descriptions for a given package offer. When an MCR is written, headlines and descriptions are written in five different ways for one single caption. This means those five headlines and five descriptions can be put into five different forms of advertisements just for one data package offer.

MCRs are written for monthly, weekly, daily, or even hourly packages. For example, the ‘happy hour’ package. The headline should not contain too many numeric details of the data offer package but rather focus on clever wording. The headline must be within 30 characters, and the description should be within 90 characters. This rule is strictly followed. In order to ensure that the characters are within the given limit, I was always asked by the Copy Supervisor to check by copy-pasting the MCR headlines and descriptions to an online character-counting website, whenever I was assigned to write MCRs.

The caption of an MCR is always the title of a Google Drive folder such as “Beshi Manei Ekhn Banglalink”. When clicked on that folder in laptop, one can go into the details given. Records of MCRs are always stored in the company laptop in this manner.

5.4 MFS Special Drive

Phase 2_MFS Special Drive (13-14th May'25):

Partner	Type	Deno	Offer	Val	Total CB
bKash	MxB	998	60GB + 1500Min	30 Days	250
bKash	Data	729	80GB + Unlimited YouTube & TikTok	30 Days	150
bKash	Voice	998	60GB + 1500Min	30 Days	250
bKash	MxB	729	80GB + Unlimited YouTube & TikTok	30 Days	150
Nagad	Voice	397	600 Mins	30 Days	80
Nagad	MxB	998	60GB + 1500Min	30 Days	250
Nagad	MxB	998	60GB + 1500Min	30 Days	250
Nagad	Data	649	60GB	30 Days	120

bKash:

ট৯৯৮। ৩০ দিন

৬০ জিবি + ১৫০০ মিনিট

ট২৫০ ক্যাশব্যাক

ট৭২৯। ৩০ দিন

৮০ জিবি + আনলিমিটেড YouTube ও Tiktok

ট১৫০ ক্যাশব্যাক

ট৯৯৮। ৩০ দিন

৬০ জিবি + ১৫০০ মিনিট

ট২৫০ ক্যাশব্যাক

Figure 18: MFS Special Drive

MFS Special Drives are package offers for Banglalink that are given in tabulated form. In each column's heading, the partner (bKash or Nagad), type (data pack or voice mix), deno (cash amount), offer (how many GBs are offered, including any social media special offer), validity of offer (in days), and cashback are mentioned. For these kinds of tasks, I had to rewrite all the

written information of the table in a specific format that is used for writing telecom offers in digital banners. These works have to be sent to the visualizers while they are digitally curating the banners. They receive the work, copy it, and put the copied text on the image banners in large, lucrative, and colourful formats that easily appeal to the consumers.

5.5 Spell Check

Spell check, as the name suggests, is the checking of spelling and grammatical mistakes. Spell checks are important, especially for Bangla writing, since there can be a lot of confusion regarding the correct spelling of some Bangla words. Sometimes, the spelling of a word may be grammatically correct, but incorrect in terms of its use in a copy due to the cultural context. For example, the word “playlist” written in Bangla for Banglalink is hyphenated, even though the grammatically correct spelling is not hyphenated.

5.6 Quality Check

Quality Check, or QC in short, is the checking of banners. Banners are digital posters with an image that tells a story. All of Banglalink’s discount offers for Orange Club have their own banners in different sizes, which are generated digitally by the visualizers. Clients are strictly intolerant of any kind of mistakes on banners, so a Quality Check is done to ensure that.

While doing Quality Check on banners, I had to ensure several things: whether the copies written for discounts had an asterisk mark, whether they were correctly phrased according to the information given in the excel sheet, whether the promo code given was correct, and whether any of the banners were missing the promo code. If I found any error, I was asked to take a

screenshot, circle the mistake, and post it on the official WhatsApp group of our Creative Team (BL_Quality Control).

5.7 Discount Offers For Orange Club

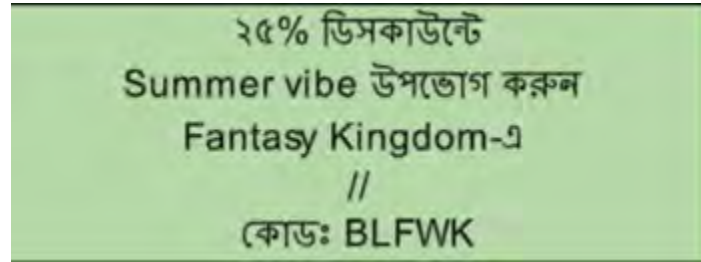


Figure 19: Banglalink's Orange Club discount offer partnered with Fantasy Kingdom

Banglalink's Orange Club is a loyalty point programme that offers exclusive deals for Banglalink customers. For this, Orange Club partners up with various fashion, travel, food, grocery and electronic outlets to provide discounts on packages that are only accessible to users of the Banglalink sim who use the MyBL app. For example, Tahoor Lifestyle, ShareTrip, Holiday Inn Dhaka City Centre, Shwapno, Fantasy Kingdom, Savoy Ice Cream, Gorur Ghash, Butterfly air conditioner etc. These discount copies are written briefly, with certain phrases. Both English and Bangla language are used in the copy. This work is done in the MS Excel sheet where the details are already given. Here, only the column titled 'Discount' is edited. Using the information given in the sheet, the 'Discount' column is filled with copy for the discount offers.

5.8 Website Writeup

In a website write-up, the product details (e.g. deno, validity, USSD etc.) are given in an excel sheet. The write-up has to be in tables where the product details are in the column headings. I wrote both the English and Bangla website write-ups for 15 such data and mixed bundle offer. So, I created and filled a total of 30 tables. For this, I also had to create 15 separate Google Drive folders. The website write-ups were inside the folders, and the folders were titled according to each deno. Inside each deno folder the English and Bangla website write-ups were uploaded.

5.9 Other works

Apart from all this, I observed my surroundings a lot as an intern and took notes. For instance, I often observed my Copy Supervisor and the work she did, such as making detailed PowerPoint presentations on upcoming events when there was no pressure on immediate client duty. For instance, I saw her making an elaborate presentation on Mother's Day OVC.

As a copywriting intern, I was often assigned research work on upcoming festivals or events using Pinterest. During my internship, I used computer tools and apps such as Avro Keyboard, MS PowerPoint, MS Word, MS Excel, Pinterest, ChatGPT, Gemini AI, WhatsApp, Facebook, Google, Google Mail and Google Chat for everyday work.

In addition, majority of my tasks included proofreading, paraphrasing, and translating copy for reels, Facebook post, articles, contracts, and databases for Banglalink's package offers. Lastly, I wrote copy for the digital and UACs on some occasions. Copy for digital is the paraphrasing of a text into shorter text that sounds more meaningful. I wrote a short poem about Mother's Day. UACs are like MCRs, but the copy has to be written for a set of data together

instead of each data. Moreover, UACs have referral copies where the offer is marketed in a way that if a current user of the Banglalink sim invites non-users to become users of the sim, then they get more discount on certain Banglalink offers.

Chapter 6

Monthly Meetings

6.1 Meeting Schedule

Monthly meetings are mandatory, yet informal meetings are held in the office to plan the content list for the upcoming month. These have no fixed time, and no obligation for every member involved to be present. Members of both the Creative Team and the Client Service Team attend this meeting with whoever is free at the time the meeting is scheduled. Often, the meeting would be rescheduled for everyone's convenience. For example, the monthly meeting is usually held between 11:30 a.m. to 12:30 p.m. However, it was once rescheduled to 5:00 p.m. in the evening since everybody was busy that morning.

6.2 Brainstorming Sessions

Clients of Banglalink often have no pre-structured vision of what they want, hence they expect the Creative Team to come up with ideas of its own. So, the monthly meetings and the brainstorming sessions are held to come up with ideas. These ideas are then presented to the clients by the Client Service Team, and clients select the ideas they like. Clients have the liberty to make changes to these ideas according to their preference, and the Creative Team has to work accordingly.

Brainstorming sessions at these meetings encourage everyone present to provide ideas. I observed these meetings and learned a lot about both copywriting, and the overall marketing process. For example, the value of a good idea. Each idea generated is branched into various forms of advertisements, such as statics, dynamics, TVC etc. and used for both Banglalink's

official Facebook page and the MyBL app. Usually, 15 ideas are sent to clients. But clients also need visual guides, so the Creative Team uses storyboards and PowerPoint slides. For the upcoming month of May, two main ideas were focused on: May day and an OVC on Mothers' Day. It would contain Banglalink's tagline 'din bodoler cheshta'.

During my second meeting, I learnt about the use of certain occurrences that have cultural relevance in order to connect to the audience. For instance, the monsoon season in Bangladesh which is loved by all. It brings the community together through nature, food, art, music and literature. The MyBL app, required 10 content ideas related to Bangladesh's rain and thunderstorm. For example, shoot-based, or a static about care package for seasonal flu, breathing problems or allergies. Additionally, it was discussed that there would be special internet package offers just for rainy days so that consumers can buy and use those to make reels in the rain. The MyBL app also has audiobooks for consumers who enjoy books in the rain. It was suggested that there could be an update for more options to choose from the audiobook.

It was before Eid-ul-Azha when I attended my third monthly meeting. During the meeting, the Copy Supervisor suggested that advertisements could be made by centralizing the three factors that symbolize the greatness of Eid-ul-Azha: sacrifice, brotherhood, and the act of sharing. She also suggested that there could be multiple reels and mnemonics made based on these three factors. Furthermore, the main campaign would contain concept notes and mnemonics, and use both fictional and real-life stories. There would also be advertisements raising awareness about the importance of maintaining hygiene during the festival. Moreover, there would be three types of recharge posts that would be released before, during and after Eid-ul-Azha. There would also be advertisements made on upcoming Fathers' Day and World Music Day, World Environment Day for different sections of the MyBL app.

6.3 Content Calendar

Content calendar is like a to-do list for Client Service Team members, which they use to keep track of daily, weekly, and monthly posts of advertisements that have to be made. Content calendar tasks have to be completed per the given date. The Creative Team does tasks according to the content calendar. However, clients sometimes demand something immediately so that is given more priority. Meeting deadlines of the content calendar becomes more difficult during festival seasons, such as before Pohela Baishakh, Eid-ul-Fitr and Eid-ul-Azha.

Chapter 7

Translation and Editing

7.1 Translation

One of the most important works of a copywriter is being able to translate. Advertising agencies such as X – Integrated Marketing agency, prefer bilingual copywriters who can translate from English to Bangla and vice versa. This was true in my case as well, since I was assigned both English to Bangla and Bangla to English translations on multiple occasions.

I first came across translation when I took ENG465: Translation Studies, a mandatory course taken by students of the English Department who have a concentration in Media and Cultural Studies. Students from other streams and departments can also take it as a free elective or COD (course outside department). According to translation theorist Eugene A. Nida, “translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style.” In ENG465: Translation Studies, I learnt that many different categories and forms of translations occur within texts. During my time as a copywriting intern, I found some of the translation techniques that were taught in ENG465, while translating copies.

According to Russian linguist Roman Jakobson, there are three types of translation (1959):

- Intralingual translation (translation takes place within the same language by paraphrasing words)
- Interlingual translation (translation occurs from one language to another)
- Intersemiotic translation (translation occurs within sign systems)

Since I often translated from Bangla to English and vice versa for Otithi, Interlingual Translation was used. Moreover, I paraphrased itineraries for Otithi's trips to make the written information brief, so there was also the use of Intralingual Translation. Lastly, I wrote MFS Special Drives for Banglalink Digital, where I had to write the given information in a table in a specific format used to write MFS Special Drives. In this kind of format, the Bangla letter 'ট' symbolizes Taka (currency of Bangladesh), and is written as 'ট' using Avro Keyboard to represent the deno. Therefore, Intersemiotic Translation was used here.

According to Vinay and Darbelnet's model from *Comparative Stylistics of French and English* (1958), there are two main categories of translation: Direct Translation and Oblique Translation.

There are three forms of Direct Translation:

- Borrowing (source language is transferred directly to the target language without any change)
- Calque (a word or phrase is changed literally word by word from one language to another)
- Literal Translation (also known as word-for-word translation; each word in the source language is translated to its nearest correspondent meaning in the target language)

There are four forms of Oblique Translation (Indirect Translation):

- Transposition (grammatical shift from source language to target language, but the meaning remains same)
- Modulation (source language is transformed into either positive or negative affirmation in the target language; if source language is a positive affirmation then it becomes a negative affirmation in the target language and vice versa)

- Equivalence (non-literal translation where different words are used to express the same message in the target language)
- Adaptation (cultural context of the source language is substituted for cultural context of the target language when translation occurs)

I found all three types of translation in my writings from Direct Translation. For example, when I translated information in the table for MFS Special Drives from English to Bangla for Banglalink, I found that words such as ‘cashback’ and ‘unlimited’ were not translated in Bangla and remained as they were, showing a use of the Borrowing Technique. I also found the use of Literal Translation technique in that same task since information from the table had to be translated literally word by word. Lastly, I found the use of the Calque technique while writing copies for Otithi, where the term “Mango Orchard” was translated literally to Aam Bagan (Bangla term for Mango Orchard).

In case of Oblique Translation, I found all types of translation techniques that fall under it in my translation work, except for Adaptation. In other words, there was use of sense-for-sense translation, where the expression changes but deeper meaning remains the same. I often found the use of Transposition, Modulation, and Equivalence in my daily translation works for both Banglalink and Otithi. There was no use of Adaptation since the target audience of the advertisements made in X are the people of Bangladesh. Moreover, both Banglalink and Otithi are local brands. In order to advertise a local brand, the cultural context must remain unchanged, therefore using the Adaptation technique during translation is not allowed.

7.2 Editing

In copywriting, one of the most important works is the process of editing. Editing includes paraphrasing, proofreading for spelling and grammatical errors, ensuring punctuation is in the correct place, and verifying that a copy is written in the correct format demanded. One of the most frequent tasks of editing in copywriting is paraphrasing. An ideal copy has to be clear, concise, and have a good flow of writing. Moreover, the tone of the copy matters a lot. It has to match the voice of the brand, and the expectations of the client. Therefore, to make a copy as ideal as possible, editing is done to shorten the paragraph, omit unnecessary information, and convey the message of the advertisement as clearly as possible. For example, when I wrote copies for Otithi's Facebook posts, I had to make them shorter if they seemed too long for a Facebook post.

During my copywriting internship, I often observed that the Copy Supervisor would write a copy for Banglalink or Otithi, and one of the Client Service Team members would ask her to rewrite the copy because the tone was not suitable for the brand. Sometimes, she would be asked to rewrite the copy because of negative feedback from the client. This usually meant that either the work did not meet the expectations of the client, or the client changed their mind about the copy and wanted something different.

This was true in my case as well. Whenever I wrote a copy and showed it to the Copy Supervisor, she would proofread the copy, give me feedback on my errors, correct those errors herself, and forward them to the client. If the client wanted, for example, to use simpler words that are relatable to the target audience that consists of ordinary people, then I would have to paraphrase and rewrite the copy in simpler words, and make the overall text shorter. For example, the Mothers' Day poem for Banglalink that I translated into English was considered by

the clients as 'having too many complex words' and had to be simplified. So I had to rewrite it using simpler words.

Chapter 8

Application of Media Theories in my Internship

This chapter will discuss some of the theories that I learnt in my university media courses. The English Department of Brac University offers students with media concentration courses like ENG331: Cultural Studies and ENG333: Globalization and Media to teach them how the media and culture function in society. This is done with the help of theories from various philosophers and scholars. I found three such theories that I learned in media courses, which can be applied to my internship. They are:

- Panopticon and Gaze- French philosopher Michel Foucault
- The Rhetoric of The Image (1964)- Roland Barthes, French literary theorist
- Culture Industry- Theodor Adorno and Max Horkheimer

To begin with, the Panopticon was an architectural design by Jeremy Bentham, an English philosopher and social theorist. This design was originally meant for the prison buildings for a better surveillance system. The design consisted of a tower placed in the centre. Surrounding the tower was a circular building that consisted of cells. The guards would be inside the tower and the prisoners would remain imprisoned in the cells. The prisoners would not be able to see the guards inside the tower, but the guards would be able to see the prisoners. This socially establishes the surveillance power of prison guards over prisoners. This enabled prisoners to keep their behaviour in check even if the prison guards were not looking at them. This ensured compliance and self-regulation. From here rose the theoretical concept of ‘Panopticon and Gaze’. French philosopher and theorist, Michel Foucault wrote an article on Bentham’s prison design. He called it “The Eye of Power.” Panopticon is a term that can be broken down into smaller

terms ‘pan’ and ‘opticon’. ‘Pan’ means everything and ‘gaze’ translates to surveillance. This means the eye is so powerful that it can observe everything at once.

Similarly, my place of internship also had a surveillance system that I was subjected to. Being an intern, I was at the most junior position. I was under the surveillance of the Copy Supervisor and the Senior Art Director who acted as my direct boss. They, in turn, were under the surveillance of the Creative Director. All the members of the Creative Team, including myself, were under the surveillance of the Creative Director. Additionally, I was under the surveillance of the company in two ways: the company had CCTV cameras placed in every corner of the office, and had identity verification system for each employee through the use of fingerprinting or swiping a card for entering the office. This kind of surveillance made me more compliant to follow rules and behave like an employee even when nobody was monitoring me. This self-regulation of behaviour teaches an individual how to behave in an office setting, and I learnt to self-regulate without being directly observed. This is because I internalized the gaze.

Secondly, French philosopher Roland Barthes penned an essay titled “The Rhetoric of the Image” (1964), where he claimed that the images used in advertisements convey meaning and can communicate on their own. According to Barthes, images have multiple layers of meaning such as linguistic meaning, connotative meaning, and denotative meaning that come together to form an overall meaning. The linguistic meaning anchors the text to direct consumers on how to view the picture, such as the taglines, captions etc. Connotative meaning refers to the symbolic meanings of things in culture. Denotative meanings are literal meanings that do not require much imagination.

For example, a static advertisement on Facebook by Banglalink features a girl with a mobile phone in her hand, smiling. The tagline “Beshi Manei Banglalink” (English translation: more means Banglalink) anchors customers to associate the brand with ‘more’. This is because Banglalink produces the most offer packages out of all telecom brands. Captions describe the new offer package and inform customers how many GBs of internet they are getting on the specific offer the advertisement is showing. The bright neon colours and format of the text attract the attention of customers immediately since that is the text the advertisement wants customers to see immediately. All these are linguistic meanings. The girl is wearing an orange outfit and smiling. Orange is the colour of the logo of Banglalink. Orange colour also signifies the zeal of the youth, and Banglalink is a brand for the youth of Bangladesh. Smiling signifies happiness. Thus Banglalink offers bring joy in people. This is the connotative meaning. The girl looking at the phone for Banglalink offers is the denotative meaning. Thus, visual media persuasion happens on different levels to shape the way people think.

Finally, the theory of Culture Industry was developed by Frankfurt-based German philosophers Theodor W. Adorno (1903) and Max Horkheimer (1895) in their book *Dialectic of Enlightenment* (1944). They claim that culture is used for capitalism purposes. This is done by industries and corporations. Here, culture refers to any form of media such as advertisements, film, books, magazines, TV etc. Culture, or any form of media such as advertisement, produces standardized products meant for mass consumption. Banglalink telecom brand is one such corporation that mass produces. Too many offers are produced; all follow a certain format showing conformity. The more engagement from customers through advertisements, the more money Banglalink makes. The telecom brand does this by not only having a social media handle, but also an app called MyBL app, and a loyalty point programme named Orange Club. Through these, Banglalink keeps mass-producing offers and other forms of entertainment content for constant engagement of customers, to the point of distraction from real-world issues and critical

thinking. Cultural events and holidays are prioritized, and special contents are released on those days. Therefore, culture is used as a tool that helps maintain consumerism.

Chapter 9

Personal Account

An advertising agency like X – Integrated Marketing Agency is quite an esteemed agency to work with. The quality work X produces, maintaining consistency, is commendable. It inspired me a lot. Beginning my career with an internship at this agency has been a very good start for my future career and helped me learn a lot of things. First of all, it improved my interpersonal skills through a team-based workplace. It taught me the value of great communication skills, and how much it is needed in everyday life. I juggled multiple roles- as a proofreader, editor, translator, and finally, a copywriter. Subsequently, my time management skills improved. Most importantly, I enjoyed the copywriting work a lot. I am also very grateful to the Creative Director Md. Reazul Amin Ratul and my Copy Supervisor Mehreen Kabir for their guidance. They have been very supportive throughout the journey.

However, there were some challenges I faced along the way. Coming from an English medium background, my English was very good. When I got admitted at Brac University, I chose to study in the English Department. Therefore, my English has always been very good, and I have been in constant practice of it throughout school, college, and university. However, my Bangla was not as proficient as my English, especially my Bangla writing skills. The majority of the copywriting work was in Bangla. Thus, I faced difficulty in writing Bangla copies. But over time, I improved with practice.

Another challenge I faced was meeting deadlines. Before important festivals such as Eid, work pressure often doubled, and it became difficult to cope with the given work. However, good practice of writing skills and improved time management skills helped me cope with the

situation better. My Copy Supervisor's guidance in terms of correcting my errors on time and feedback helped me a lot to overcome the difficulty of meeting deadlines.

Chapter 10

Recommendation And Conclusion

X – Integrated Marketing Agency has provided me with hands-on experience as a copywriting intern. It taught me team collaboration, better communication skills, and better time management skills. It also helped me step outside my comfort zone and encouraged me to express my ideas and thoughts and use them correctly for a creative outcome. The pay scale of X is quite fair, with lunch and evening snacks provided in the office. Interns are always encouraged to observe, learn and participate.

However, there is always room for improvement. First of all, the field of advertising is quite male-dominated. There are very few female employees in X, compared to male employees. Therefore, the company should make a significant effort to include more female employees and find ways to tackle this problem. This is how they can break the stereotype of advertising agencies being very male-dominated. Plus, the lack of structure can sometimes be problematic. X has quite a laid-back environment inside the office due to being a creative agency, but that also means punctuality and organization of work structure are not up to the mark. I believe creative agencies also need a little bit of punctuality and work structure, meaning organization of work to function, and that improves creativity instead of diminishing it. Therefore, X needs to work on this to overcome this problem.

To conclude, I am grateful to X – Integrated Marketing Agency for giving me this internship opportunity to pursue copywriting. The journey might not have been smooth, but it taught me a lot, and gave me a new perspective on many things, and life itself. It helped me grow as a person, and caused significant professional growth in me as well. It acted as a mirror and

made me more aware of myself as a person- where my strengths and weaknesses lie. My general knowledge, vocabulary, and writing skills developed greatly during this time. Most importantly, I gained self-confidence and an acute sense of responsibility through this internship experience. I look forward to applying all these newly learned skills in my future professional life.

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Appendix

Here are some of the works that I did during my copywriting internship:

Appendix-1: Translation of a Bangla poem from Banglalink for Mothers' Day

English translation:

Mother knows everything.
My unspoken words,
My sudden pain,
She senses them before I do.
My silence.
Mother knows everything.

What I feel like eating,
And what I need,
If I ask for something little,
She returns it with grand gesture,
Mother knows everything.

Mother knows all my fears,
Wants all my dreams to come true,
From my crawling as a toddler,
To my conquering of the world.

**Some unfortunate ones know,
What it means to not have a mother,
Every passing moment feels like eternity,
In bitter sorrow.**

**As love and shadow intertwines,
Nights turn into days,
To mother I have kept,
My debt for changing times.**

Happy Mother's Day

Appendix- 2: Paraphrased itinerary for Otithi's three-days-two-nights Rajshahi trip

3D/2N

Experience Summer in 3 days- every Friday, Saturday and Sunday!

Day 1

- Varendra Research Museum Tour
- Explore Santal Heritage
- Relish in Local Cuisine

Day 2

- Venture into Puthia Rajbari
- Explore Rajshahi University
- Padma Boat Ride
- Travel the City of Lights

Day 3

- Cultural Heritage Tour
- Pottery-Making
- Experience Rajshahi Silk Making
- Pitha Utshob

What's Included

- Breakfast, Lunch & Dinner
- Vehicles For Commute
- Tour Guide
- (covering all entry & museum fees throughout the trip)
- Accommodation

Appendix-3: Teaser copy for the launch of Sreemangal, Otithi's newest travel destination

Teaser Copy (product package for Sreemangal not yet made)

1. Luscious greenery of Sreemangal's

tea heaven awaits

//

Welcome to Otithi Sreemangal!

Opening soon...

2. Otithi's hospitality is now in the tea heaven!

//

Introducing the new venture

Otithi Sreemangal

3. Captivating beauty of Sreemangal is calling...

Introducing you to Otithi Sreemangal

See you soon!

Appendix-4: MCR for Eid-ul-Azha

হেডলাইনঃ

ঈদের খুশি আনলিমিটেড বেশি
বেশি অফারে ঈদেও ফুল কানেক্টেড
ঈদে MyBL-এ বসেছে অফারের হাট
এই ঈদে আনলিমিটেড অফারের হাট
ঈদে কানেক্টেড রাখতে বেশি অফার

ডিসক্রিপশনঃ

- বাংলালিংক-এ ঈদের খুশিতে ১৯৯ ও ২৩৯ টাকায় বেশি বেশি জিবি আর আনলিমিটেড টফি। মেয়াদ ৭ দিন
- এই ঈদে বেশি বেশি জিবি আর আনলিমিটেড টফি পেতে MyBL অ্যাপ থেকে নিন ১৯৯ ও ২৩৯ টাকার প্যাক
- ১৯৯ ও ২৩৯ টাকায় MyBL অ্যাপে এই ঈদে পাচ্ছেন ৬০ জিবি পর্যন্ত ইন্টারনেট আর আনলিমিটেড টফি
- ঈদে বেশি বেশি কানেক্টেড রাখতে MyBL অ্যাপে ১৯৯ ও ২৩৯ টাকায় বেশি জিবি ও আনলিমিটেড টফি
- ত্যাগের ঈদে বাংলালিংক-এ অফারের প্যাক! ১৯৯ ও ২৩৯ টাকায় বেশি বেশি জিবি আর আনলিমিটেড টফি

ক্যাপশনঃ

এই ঈদ উল আযহায় বাংলালিংক-এ চলছে অফারের হাট। মাত্র ১৯৯ ও ২৩৯ টাকার প্যাক নিলেই পাচ্ছেন ৬০ জিবি পর্যন্ত ইন্টারনেট, সাথে আনলিমিটেড টফি। মেয়াদ ৭ দিন।

প্যাক কিনতে ভিজিটঃ

